



Feedback Management

Collect, track and respond to all types of customer feedback in one slick, digital app





Feedback Management

Become a customer-centric organization by getting much better at collecting, tracking and responding to all kinds of customer feedback.

CHALLENGE

The primacy of the customer experience

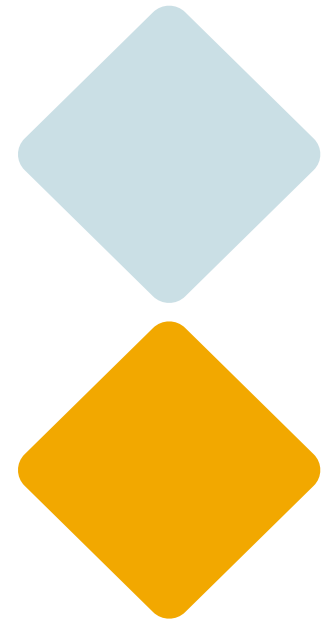
Customers increasingly value a great experience over a great price or product. A poor experience sees them voting with their feet – and telling all their friends to do the same.

Improving the customer experience in every channel is a top priority for most organizations, and a key part of that is collecting and acting upon customer feedback. But that often means using forms, spreadsheets and other ad-hoc processes that are inefficient, wasteful and easily forgotten about.

SOLUTION

Streamline feedback management with MATS

When customer feedback is critical, you need a great system to collect and manage it. The Feedback Management solution powered by MATS gives you a slick, digital app to collect, track and respond to all types of customer feedback, including complaints, inquiries, praise, new product ideas, and suggestions for improvement.



“We were extremely surprised at the speed of implementation. We’re gaining consistently high customer service ratings.”


NATIONWIDE BUILDING SOCIETY





Why Manage Feedback with MATS?

Whether your customers are ranting or raving, MATS can help you provide the right response quickly with an always-on, omni-channel solution that's cost effective for your whole organization to use.

- Collect feedback from multiple channels, including phone, web, email, SMS, Twitter and Facebook
 - Manage feedback holistically across your organization
 - Respond immediately to negative feedback
 - Reduce the time, cost and risk of handling complaints
 - Keep customers informed of what you're doing to act on their feedback
 - Improve your customers' experience of your brand
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Key Features

Multiple feedback input channels

- Collect Web, SMS, written, phone (including recording), Twitter, Facebook, in-store POS and user feedback
- Produce sentiment analyses and surveys

Scale & reach

- Rapid web based deployment - scales to any number of users, departments, countries and languages
- Access through any device: Desktop, tablet, Smartphone
- Deploy via cloud or on premise

Control

- A single, centralized repository for all feedback
- Adaptable department specific processes
- 100% configurable workflow, case management and work allocation
- Totally configurable rules, actions, user interface and branding
- Automatically update customers as cases progress
- Fully customizable reporting, management Information, and KPI dashboards
- Comprehensive root cause analysis
- VIP user control
- Ex gratia payment management
- Collaborative case review

Multi-channel two-way communication

- Update customers via multiple channels including SMS, email, web, Twitter and Facebook

Integration

- Easily import and export data
- Integrate with CRM and ERP systems including Salesforce.com and SAP
- Integrate with Experian, PAF, mainframe and other systems

Support for continuous improvement

- Agile, collaborative process management
- Supports the full process cycle: measure, analyze, improve and control



Smart Process Apps

Powered by MATS

MATS Smart Process Apps are developed on the MATS Low-code Development Platform. That means they are highly configurable and can easily be integrated into your wider IT landscape.

You can implement a Smart Process App almost out of the box, or adapt it to your custom business requirements, at a fraction of the cost and time of traditional software development.

Deployed via the Cloud (and also available on premise), Smart Process Apps are web and mobile ready.

About MatsSoft

MatsSoft is on a mission to close the Process Execution Gap – the gap between the people who know what they want to improve, and the coders who make it happen.

We started life as a digital design agency, which taught us a thing or two about customer-centric design. We set out to create a new kind of process improvement platform – one that eliminates coding and complexity, making it easy for process people to make the changes they want to make.

Today, our Low-code Development platform, MATS, is used by process improvers, customer champions, innovation leaders and IT teams in organizations across the globe. Customers include Nationwide Building Society, Coca-cola, FedEx, Thomas Cook, Barclaycard, RBS, Santander and Intel.

Find out more at www.matssoft.com



MATS[®]

info@matssoft.com
www.matssoft.com
+44 (0)330 363 0300
+1 (800) 407 1920